

# 3M Online Carry Handle Configuration Tool

## New System Enables Fast and Easy Customization

PACKEXPO, Booth #N-3319 – 3M Industrial Adhesives and Tapes Division has developed an online [carry handle configuration tool](#). The online tool enables manufacturers and retailers to customize carry handles from 3M by adding graphics, text and logos.

“The first two questions asked by almost every new carry handle purchaser are, ‘What will my handles look like?’ and ‘How much will they cost?,’” said Mark Dussel, U.S. marketing manager for 3M Industrial Adhesives and Tapes Division.

The website features 3M’s most popular carry handle sizes and materials. Using the online design tool, customers can quickly design a carry handle by uploading and manipulating any graphic, such as their logo or even UPC or QR codes; add other text, such as promotional messages or holiday greetings and get an instant quote; all in a matter of minutes.

The online tool expedites the quote and configuration steps so a customer can more quickly take advantage of the business growth opportunities that result from this unique “in-hand” advertising and merchandising medium.

“Our online configuration tool gives customers the opportunity to place their own brand and promotional messages right into the hands of their customers,” said Dussel. “It’s a great way to communicate special promotions or reinforce a logo or brand, while making shopping and product handling easier for the end user.”

3M™ carry handles are custom-printed “strips” that stick directly to packages for convenient, one-handed carrying of up to fifty pounds. They can be applied from dispenser pads at retail check-out or even pre-applied by manufacturers as part of their automated packaging process. The handles offer excellent adhesion to a variety of surfaces.

For further information about 3M’s new online carry handle configuration tool, visit 3M’s booth #3319 at PackExpo. You can also call 800-362-3550, or visit [www.3M.com/carryhandles](http://www.3M.com/carryhandles).

### About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow @3MNews and @3MPackaging on Twitter.

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